

## CURTIS MAGAZINES LOSE TOP EDITORS

Emphasis on Advertising  
Charged and Denied

By HENRY RAYMONT

Eight editorial executives and a medical consultant have resigned from The Ladies Home Journal and American Home, amid some complaints that advertising and circulation are overstressed at the expense of editorial concern.

The two magazines were taken over last October by Downe Communications, Inc., from the troubled Curtis Publishing Company. Downe, a conglomerate organized 16 months ago by Edward R. Downe Jr., a 39-year-old entrepreneur, paid \$5.4-million for the mass-circulation magazines.

"We are a young concern and we are reorganizing to improve our product," Mr. Downe said recently. "I believe it would be unfair to accept some disgruntled comments as definitive judgments on our publishing policies."

The latest to leave were Peter H. Wyden, executive editor, and Bruce Clerke, managing editor, of The Ladies Home Journal, and Hubbard H. Cobb, editor, and John Collins, publisher, of American Home.

'Friendly,' Says Editor

Mr. Wyden described his resignation as "a friendly divorce" in order that he may start his own book publishing house. A former editor at Newsweek and McCall's, he had worked the last four years under John Mack Carter, editor of The Ladies Home Journal, during which the publication became first in advertising lineage among women's magazines.

Commenting on the overall shifts, Mr. Wyden said: "It's not a shake-up but a seeping away of editorial talent, an erosion."

He particularly regretted the resignation of Dr. Albert J. Stunkard, chairman of the psychology department of the University of Pennsylvania, as consultant to the magazine's recently established diet club. Dr. Stunkard resigned early this month after the new management indicated it was more interested in concrete diet programs, considering the psychiatric aspects of dieting "too vague" for the readers of The Ladies Home Journal.

Carter Takes Control

Mr. Cobb, Mr. Collins and three other executives resigned from American Home after Mr. Carter was appointed president of Downe Publishing Company, new publishing subsidiary of Downe Communications. The post gives Mr. Carter effective control over editorial policies of both magazines.

"One of the problems was that the emphasis on circulation and advertising was leaving the creative people out," said Mr. Cobb, who had been with American Home for 14 years.

Mr. Carter vigorously denied this interpretation of his publishing orientation.

On Monday Fred R. Smith, a former editor of Sports Illustrated, succeeded Mr. Cobb as editor of American Home. Other changes on the magazine which has a circulation of 3.6 million, were:

Virginia Habeeb, a departmental editor, becomes managing editor succeeding Helen de Motte, who resigned; Joseph Taveroni is the new art editor, replacing Jean La Muniere.

At The Ladies Home Journal, which has a circulation of 6.8 million, Richard Kaplan has been promoted to executive editor replacing Mr. Wyden, and Lenore Hershey, a former editor at McCall's, became managing editor in the place of Mr. Clerke.